

Posters complement manager's style

Managers are always on the lookout for new ways to inspire their employees.

Two separate lines of motivational posters do that with beautiful photographs and thoughtful messages, but one from Clement Communications has an edge since it comes with a ready-to-use frame.

The first line, produced by Vantage Communications Inc., P.O. Box 546, Nyack, N.Y. 10960, (914) 358-0147, is marketed on a subscription basis to inspire achievement in the workplace.

One shows a rock climber, with the caption, "If it is to be, it's up to me"; another features a hang glider with the phrase, "Reach for the sky"; a third shows a mountain scene with the saying, "Where there's an open mind, there will always be a frontier."

Although they sound corny, they actually are quite attractive and thought-provoking. The posters cost \$2 to \$3 each, depending on how long you subscribe for, and



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each subscription comes with a frame to hold the posters. Two new posters arrive every month.

Further, each poster comes with a one-page essay about the poster's caption, telling an illustrative story or expanding on the thought. It's intended to be photocopied on your own letterhead and distributed to your employees.

I found the essays a waste of time and did not use them. I think the beauty of motivational posters is in their subtlety, and the essays are too overbearing.

The second line, from Clement Communications Inc., Concord Industrial Park, Concordville, Pa., (800) 345-8101, offers more themes and a dozen different programs, ranging from posters based on

Cathy and Herman, the two popular comic strips, to products that emphasize the importance of fitness and the dangers of drug and alcohol abuse.

The frame is easier to use. Once mounted on the wall, the edges snap open so the poster can easily be inserted without ever taking the frame off the wall mount. In contrast, the Vantage frame is fashioned just like a picture frame and requires more time and fiddling to change the poster.

The photographs and captions on the Clement posters are more vivid, concrete and, in my opinion, more attractive. My favorite series is titled "Challenges," which uses physical exploits and sports as metaphors for meeting challenges in the workplace.

The Clement posters also come in subscriptions that cost about the same as the Vantage products.

Of course, no poster program alone can do the job of motivating employees. But they can complement your style of management

and motivation.

I think the posters need to be chosen by the person in charge of the office, to reflect his or her own personality.

It's also important to keep in mind the character of your office when choosing a poster series. Some of these messages will work better than others, depending on the type of worker you employ and the working environment. What would work in an executive office may be very out of place on the shop floor.

The bottom line: I think that these motivational posters are well done and can add color and inspiration to your office if chosen correctly. Either one of these products may do the job, but I prefer the Clement line because of its variety and ready-to-use frame.

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